

TRAINING PROGRAM OF INSTRUCTION (TPI)

**FOR
DINFOS-JSEPAC**

JOINT SENIOR ENLISTED PUBLIC AFFAIRS COURSE



Approved by:

Commandant Defense Information School
Supersedes SEPAW TPI Dated: 23 Sept 2003



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TRAINING PROGRAM OF INSTRUCTION

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TRAINING PROGRAM OF INSTRUCTION

Preface

TRAINING PROGRAM OF INSTRUCTION FILE NUMBER (TPFN): DINFOS-JSEPAC

TITLE: Joint Senior Enlisted Public Affairs Course

TRAINING LOCATION: Defense Information School, Fort Meade, MD

SPECIALTY AWARDED: None

PURPOSE: To provide attendees a course designed to enhance their roles as senior enlisted public affairs advisors, to include their service as public affairs officers, at the highest and joint levels.

COURSE DESCRIPTION: The course provides a graduate-level experience for senior enlisted public affairs professionals. Using guest lecturers, guided discussions and a series of practical exercises, this course will better prepare attendees with critical thinking and planning skills to fulfill their advisory roles at the highest levels.

PREREQUISITES: The Joint Senior Enlisted Public Affairs Course is open only to enlisted personnel, nominated by their respective Services Public Affairs Senior Enlisted Adviser who meets the following prerequisites:

ARMY:	E-7 and above, Career Management Field 46
NAVY:	E-7 and above, working in public affairs or broadcasting
AIR FORCE:	E-7 and above, working in 3N career fields
MARINES:	E-6 (with a minimum of 2 years time in grade) and above, MOS 4341
COAST GUARD:	E-6 and above

International students are not eligible to attend this course

Interagency students are not eligible to attend this course

CLASS SIZE:

MAXIMUM: 16

MINIMUM: 12

ANNUAL COURSE CAPACITY: 32

COURSE LENGTH: 12 Days

ACADEMIC HOURS: 87 Hours

ADMINISTRATIVE HOURS: 6 Hours

TOTAL COURSE HOURS: 93 Hours

INSTRUCTOR CONTACT HOURS: 93 Hours

TYPE/METHOD OF INSTRUCTION:

1. Lecture (L) 63 Hours
2. Performance Exercise (PE) 24 Hours
3. Service Unique 2 Hours
4. Administrative Hours (AD) 6 Hours

TRAINING START DATE: October 2008

ENVIRONMENTAL IMPACT: None. DoD policy was followed to assess the environmental impact.

MANPOWER: The Interservice Training Review Organization (ITRO) formula was used to determine the number of instructors required.

EQUIPMENT AND FACILITIES: The Course Design Resource Estimate (CDRE) contains this information.

TRAINING DEVELOPMENT PROPOSER: Course Development Department, Directorate of Training, Defense Information School, Fort George G. Meade, MD 20755, 301-677-2993

FUNCTIONAL AREA 1
Strategic Communication Concepts

TPFN:	DINFOS-JSEPAC-001-001
UNIT TITLE:	Strategic Communications
TPFN HOURS AND TYPE:	3L
TPFN TOTAL HOURS:	3
PREREQUISITE TPFN:	None
TASKS:	
001	Examine the differences between strategic, operational and tactical communications planning
002	Explain the concept of strategic communication
SUMMARY OF INSTRUCTION:	A lecturer will present current strategic, operational and tactical-level communications planning models and explain the differences between the models. Students will demonstrate a working knowledge of the material through a communications planning exercise. Guest speakers will enhance students' understanding of the relationship between Public Affairs and Information Operations by explaining the synergy that must take place between the disciplines to achieve information superiority in the global information environment. Students will demonstrate an understanding of the issues involved through class participation and a question and answer period immediately following the presentations.
REFERENCES:	<ul style="list-style-type: none">• Selected read-ahead materials to be determined by lecturer.• Army - FM 100-6, <i>Information Operations</i>• Navy - OPNAVINST 3430.25, <i>Information Warfare and Command and Control Warfare</i>• <i>Emerging Strategic Communication Doctrine</i>• Marine Corps -MCWP 3-33.3, <i>Marine Corps Public Affairs</i>• Air Force - Air Force Doctrine 2-5, <i>Information Operations</i>• SECNAVINST 5720.44B - <i>Navy Public Affairs Regulation</i>• Coast Guard - <i>Public Affairs Manual 5728.2C</i>• Joint Pub - 3-13 - <i>Joint Doctrine for Information Operations</i>

INSTRUCTOR/STUDENT RATIO: 1:16(L)

SAFETY FACTORS: N/A

FUNCTIONAL AREA 2
Leadership

TPFN: DINFOS-JSEPAC-002-001

UNIT TITLE: Leadership

TPFN HOURS AND TYPE: 8 L, 8 PE

TPFN TOTAL HOURS: 16

PREREQUISITE TPFN: None

TASKS:

- 001 Examine and reinforce leadership, management and mentoring skills
- 002 Conduct a self-assessment
- 003 Develop a personal development plan

SUMMARY OF INSTRUCTION: Given a group simulation and consensus activity, the student will incorporate feedback into their personalized professional development plan. They will establish a candid self-assessment baseline from which they can set goals and develop an individual professional and personal development plan to enhance students' public affairs capabilities. Students will complete a personalized professional development plan to enhance their public affairs capabilities.

REFERENCES:

- As provided by speaker.

INSTRUCTOR/STUDENT RATIO: 1:16

SAFETY FACTORS: N/A

FUNCTIONAL AREA 3
Risk Communication

TPFN: DINFOS-JSEPAC- 003-001

UNIT TITLE: Risk Principles

TPFN HOURS AND TYPE: 2 L

TPFN TOTAL HOURS: 2

PREREQUISITE TPFN: None

TASKS:

- 001 Apply the principles of the risk communication process to a scenario

SUMMARY OF INSTRUCTION: Following a presentation on the basic principles of risk communications, students will demonstrate a working knowledge through classroom participation and discussion.

REFERENCES:

- Covello, V.T., McCallum. D.B., & Pavlova, M.T. *Effective Risk Communication*.
- Ruff, P. & Aziz, K.. *Managing Communications in a Crisis*.

INSTRUCTOR/STUDENT RATIO: 1:16

SAFETY FACTORS: N/A

FUNCTIONAL AREA 4
Ethics

TPFN: DINFOS-JSEPAC- 004-001

UNIT TITLE: Theories and Relationships

TPFN HOURS AND TYPE: 6 L

TPFN TOTAL HOURS: 6

PREREQUISITE TPFN: None

TASKS:

- 001 Analyze key ethics theories and apply to case studies
- 002 Explain the relationship between Information Operations and Public Affairs

SUMMARY OF INSTRUCTION: Operations and Public Affairs subject matter experts will present students with doctrine, case studies and other pertinent learning materials. Students will demonstrate a working knowledge of Information Operations and Public Affairs through class participation and discussions.

REFERENCES:

- Johansson, O. *Ethics of Human Interaction*
- Army - FM 100-6, *Information Operations*
- Navy - OPNAVINST 3430.25, *Information Warfare and Command and Control Warfare*
- *Emerging Strategic Communication Doctrine*
- Marine Corps -MCWP 3-33.3, *Marine Corps Public Affairs*
- Air Force - Air Force Doctrine 2-5, *Information Operations*
- SECNAVINST 5720.44B - *Navy Public Affairs Regulation*
- Coast Guard - *Public Affairs Manual 5728.2C*
- Joint Pub - 3-13 - *Joint Doctrine for Information Operations*

INSTRUCTOR/STUDENT RATIO: 1:16

SAFETY FACTORS: N/A

FUNCTIONAL AREA 5
Communication Planning

TPFN: DINFOS-JSEPAC- 005-001

UNIT TITLE: Planning

TPFN HOURS AND TYPE: 4 L, 4 PE

TPFN TOTAL HOURS: 8

PREREQUISITE TPFN: None

TASKS:

- 001 Develop and present an integrated communication plan to address a given issue

SUMMARY OF INSTRUCTION: Through lecture and read-ahead materials, students will develop and present an integrated communications plan. Students will present their plans to a senior PA leader for feedback and guidance.

REFERENCES:

- Selected read-ahead materials and previous lectures.

INSTRUCTOR/STUDENT RATIO: 1:16

SAFETY FACTORS: N/A

FUNCTIONAL AREA 6
Research and Measurement

TPFN: DINFOS-JSEPAC-006-001

UNIT TITLE: Research

TPFN HOURS AND TYPE: 2 L, 4 P

TPFN TOTAL HOURS: 6

PREREQUISITE TPFN: None

TASKS:

- 001 Analyze differences and uses of qualitative and quantitative research approaches
- 002 Use media content tools to assess coverage
- 003 Apply communications research and techniques to a scenario

SUMMARY OF INSTRUCTION: Given a military scenario, students will participate in a discussion on potential applications of various research approaches using media content analysis tools. They will develop a research approach in support of a communications plan.

REFERENCES:

- McQuarrie, E. *The Market Research Toolbox: Concise Guide for Beginners*
- Cutlip, S., et al. *Effective Public Relations*

INSTRUCTOR/STUDENT RATIO: 1:16

SAFETY FACTORS: N/A

FUNCTIONAL AREA 7
Emerging Public Affairs Capabilities

TPFN: DINFOS-JSEPAC- 007-001

UNIT TITLE: Trends and Assets

TPFN HOURS AND TYPE: 12 L

TPFN TOTAL HOURS: 12

PREREQUISITE TPFN: None

TASKS:

- 001 Analyze trends in communication technology and applications and impacts on Public Affairs
- 002 Examine assets for Public Affairs Officers to use, such as: Joint Public Affairs Support Element (JPASE), field satellite distribution system, service public affairs assets and capabilities, Defense Imagery Management Operations Center (DIMOC), Defense Media Activity, Center for International Issue Research, Open Source Center, Coast Guard Public Affairs Information Assist Team

SUMMARY OF INSTRUCTION: Guest speakers will present current capabilities and Public Affairs applications. Students will be able to outline the concepts of the tasks as they develop their Public Affairs capstone paper.

REFERENCES:

- Joint Pub - 3-13 - *Joint Doctrine for Information Operations*
- CENTCOM Policy Publication: *Engaging the Blogosphere*
- Annual State of the Media Report: *Professionalism and Excellence in Journalism (PEJ)*

INSTRUCTOR/STUDENT RATIO: 1:16

SAFETY FACTORS: N/A

FUNCTIONAL AREA 8
Interagency/Non-Governmental Organizations

TPFN: DINFOS-JSEPAC-008-001

UNIT TITLE: Strategy and Interaction

TPFN HOURS AND TYPE: 3 L

TPFN TOTAL HOURS: 3

PREREQUISITE TPFN: None

TASKS:

- 001 Examine the national strategy for public diplomacy and strategic communications.
- 002 Explain interaction between Department of Defense PA, State Department PA, Embassy PA, and other overseas U.S. governmental agencies and NGOs/IGOs in the global political environment

SUMMARY OF INSTRUCTION: Given a copy of the national strategy for public diplomacy and strategic communication in advance of the course and supporting class seminars, students will contribute and participate in discussions with guest speaker and faculty members. The student's ability to complete these tasks will be demonstrated as they develop their PA vision statement.

REFERENCES:

- Department of State: *US National Strategy for Public Diplomacy and Strategic Communications*
- Joint Pub 3-08: *Interagency, Inter-Governmental Organization, and Non-Governmental Organization Coordination during Joint Operations*
- Joint Pub 3-57: *Joint Doctrine for Civil Military Operations*
- US Institute of Peace: *Guide to IGOs, NGOs, and the Military in Peace and Relief Operations* (4th edition)

INSTRUCTOR/STUDENT RATIO: 1:16

SAFETY FACTORS: N/A

FUNCTIONAL AREA 9
Global and Political Communication

TPFN:	DINFOS-JSEPAC-009-001
UNIT TITLE:	Communication Theories and Political Environment
TPFN HOURS AND TYPE:	8 L
TPFN TOTAL HOURS:	8
PREREQUISITE TPFN:	None
TASKS:	
001	Examine theories of global and intercultural communication and their application to Public Affairs; anticipate future shifts and impacts
002	Analyze relevant political environments as they relate to command objectives, goals, and missions
SUMMARY OF INSTRUCTION:	Students will write a paper discussing concepts in relation to their command and experiences. Given regional studies in advance of the course and supporting class seminars, the student's ability to complete this task will be demonstrated as they develop their Public Affairs capstone paper (this task includes required read ahead material).
REFERENCES:	
	<ul style="list-style-type: none">• Cohen International Communication. <i>Negotiating Across Cultures: Continuity and Change</i>• Chua, A. <i>World on Fire</i>• National Intelligence Estimate• Joint Pub - 3-13 - <i>Joint Doctrine for Information Operations</i>
INSTRUCTOR/STUDENT RATIO:	1:16
SAFETY FACTORS:	N/A

FUNCTIONAL AREA 10
Practicum

TPFN: DINFOS-JSEPAC- 010-001

UNIT TITLE: Exercises

TPFN HOURS AND TYPE: 8 L, 4 PE

TPFN TOTAL HOURS: 12

PREREQUISITE TPFN: None

TASKS:

- 001 Critically analyze relevant case studies
- 002 Perform as a senior spokesperson

SUMMARY OF INSTRUCTION: Given a series of case studies, students will present their solutions as small groups for comparison and discussion. Given appropriate lecture and discussion, students will conduct an editorial board, a press conference, and a backgrounder.

REFERENCES:

- Harvard Kennedy School of Management Case Studies

INSTRUCTOR/STUDENT RATIO: 1:16

SAFETY FACTORS: N/A

FUNCTIONAL AREA 11
Lessons Learned

TPFN: DINFOS-JSEPAC-011-001

UNIT TITLE: Best Practices

TPFN HOURS AND TYPE: 5 L

TPFN TOTAL HOURS: 5

PREREQUISITE TPFN: None

TASKS:

- 001 Examine Incident Command System (ICS)
- 002 Examine best practices and lessons learned from domestic joint public affairs operations
- 003 Examine best practices and lessons learned from non-domestic joint public affairs operations

SUMMARY OF INSTRUCTION: With access to ICS level 100 or higher online material and current operational after action reports, students will complete ICS level 100 or higher certification. Students will be able to analyze a relevant case study using ICS and lessons learned.

REFERENCES:

- FEMA: *National Response Framework*
- Homeland Security Presidential Directive #5

INSTRUCTOR/STUDENT RATIO: 1:16

SAFETY FACTORS: N/A

FUNCTIONAL AREA 12
Capstone

TPFN: DINFOS-JSEPAC-012-001

UNIT TITLE: Final Project

TPFN HOURS AND TYPE: 2 L, 4 PE

TPFN TOTAL HOURS: 6

PREREQUISITE TPFN: None

TASKS:

- 001 Meet with senior enlisted PA representative
- 002 Develop a capstone paper for a regional/ functional combatant command communication strategy

SUMMARY OF INSTRUCTION: Service representatives will provide service unique instruction to students. Students will demonstrate a working knowledge of the material through class participation and discussions led by the guest lecturer. Students will then develop a capstone paper and present it to a senior level official.

REFERENCES: N/A

INSTRUCTOR/STUDENT RATIO: 1:16

SAFETY FACTORS: N/A

FUNCTIONAL AREA 13
COURSE ADMINISTRATION

TPFN: DINFOS-JSEPAC-013-001

UNIT TITLE: Course Administration Activities

TPFN HOURS AND TYPE: 6 AD

TPFN TOTAL HOURS: 6

PREREQUISITE TPFN: N/A

TASKS:

- 001 Complete in-processing
- 002 Complete end-of-course critique
- 003 Out-processing
- 004 Graduation

SUMMARY OF INSTRUCTION: N/A

REFERENCES: DINFOS Policy and Procedure Manual

INSTRUCTOR/STUDENT RATIO: 1:16

SAFETY FACTORS: N/A